

MRS KAREN VANORE  
137 CARRIAGE WAY  
BURR RIDGE IL 60521

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

RECEIVED

APR 3 1997

Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We are writing on behalf of the National PTA and Illinois District 28, Local unit Pleasantdale PTA to voice our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV Scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Karen B. Vanore

No. of Copies rec'd  
List ABCDE

1

To: Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, D.C. 20554

DOCKET FILE COPY ORIGINAL

From: Farmington Elementary PTA  
50 W. 200 S.  
Farmington, UT 84025

RECEIVED

APR 3 1997

Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

We, the Farmington Elementary PTA, oppose Industry Proposed Age-Based Rating Systems specifically the System presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. This system:

- ▶ Does not provide parents with enough information about the content of individual programs.
- ▶ It allows the TV industry (Not the Parents) to judge what material is acceptable for all children of a particular age range. \*(Some programs are inappropriate for any age we need more information to make a clear judgement for our selves)\*
- ▶ Intermingles violence, sex and nudity, and language issues in a single judgement and does not indicate why a show was rated a particular way.
- ▶ With holds information that is needed to make a true judgement on, 'appropriate for me', viewing.

We would suggest and support A Descriptive Content-Based Rating System. One that:

- ▶ Would include symbols about the content of individual programs (V- violence, S-sex, N-nudity, and L-language), "Parents have had enough rude surprises at the multiplex to know generalized ratings are no solution to what's coming into the family room. They want to know the nature of the offending materials: Nudity? Sex? Language? Violence? How much? How Graphic?"
- ▶ Allows *parents*, rather than the *TV industry*, to judge what program content is acceptable for their own children.
- ▶ Clearly separates ratings for each area allowing parents to make choices based on specific content information.
- ▶ Gives enough information to individuals that they can make a more confident decision on what they really want to see and hear.

We appreciate the opportunity to comment on this issue. It is a very important issue to the families and children of our Nation.

Thank you,

*Diane Burton*

No. of Copies rec'd 1  
List ABCDE

Member of The Farmington Elementary PTA  
Farmington, UT 84025

*We hardly ever watch T.V. anymore. An appropriate ratings system would help us weed out the good from the bad. Otherwise... never mind, we'd not watch it. Thank you.*

March 21, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

RECEIVED

APR 3 1997

Federal Communications Commission  
Office of Secretary

**RE: CS Docket No. 97-55, FCC 97-34**

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA and the Coles Elementary School PTA of Manassas, Virginia, Unit #029653, to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. New and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirement of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



No. of Copies rec'd \_\_\_\_\_  
List ABCDE \_\_\_\_\_

March 24, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 205554

RECEIVED  
DOCKET FILE COPY ORIGINAL APR 3 1997

Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the Madrona PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in TV scheduling periodicals is ineffective.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I don't believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- That the FCC should accept no rating system that does not include content information about programs such as **V (for violence)**, **S (for sexual depiction and nudity)** and **L (for language)**;
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Danette Kwiatkowski*

Danette Kwiatkowski, Madrona PTA President  
Thousand Oaks, California

No. of Copies rec'd 1  
List ABCDE

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M. Street N.W., Room 222  
Washington, D.C. 20554

RECEIVED

APR 3 1997

DOCKET FILE COPY ORIGINAL

Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt and Commissioners:

RE: CS Docket No.97-55,FCC 97-34

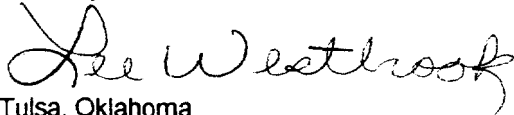
I am / We are writing on behalf of the National PTA and the Jarman Elementary School PTA of Tulsa, Oklahoma to voice my / our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, On January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content description on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating studies has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstance should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(for violence), S(for sexual depiction and nudity), and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

  
Tulsa, Oklahoma

No. of Copies rec'd 1  
List ABCDE

# ADRIAN PTA

1071 Homstead Road  
South Euclid, Ohio 44121  
(216) 691-2170

South Euclid-Lyndhurst City Schools

"Celebrating Generations of Excellence and Commitment to the Future"

March 20, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

RECEIVED

APR 3 1997

Federal Communications Commission  
Office of Secretary

DOCKET FILE COPY ORIGINAL

RE: CS DOCKET NO. 97-55, FCC 97-34

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA and the Adrian Elementary PTA to ask you to seriously consider rejecting the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group. The rating symbol on the TV screen does not provide sufficient content information to parents, so that **THEY** can make decisions about what TV programming is appropriate for **THEIR CHILDREN**. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents have fought long and hard to be given the responsibility to take action for their own children in the areas of education, safety and welfare; we **DO NOT want the TV industry** telling us what is or is not appropriate for our children. Instead, give us the content information of the program and let us **DECIDE** which programs are or are not appropriate for our children. Any rating system without content descriptions on the screen and publicized in TV listing guides is useless and violates the rights that parents have to make informed decisions regarding their own children.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. We definitely do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents;
- That the rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents; and; **MAYBE MOST IMPORTANTLY**
- **That an evaluation process be set up to assure that, under no circumstances, does the adoption of ANY rating system give the TV industry the right or power to add even more violence, nudity and inappropriate actions into programming, because they feel they have informed their public of this information through the rating system.**

We thank you for this opportunity, to join with parents and families across this nation, to voice our concern on an issue that is very important to the well being of **ALL CHILDREN!**

Sincerely,

*Mary Alice Casalina*

Mary Alice Casalina  
Adrian PTA President  
South Euclid - Ohio

No. of Copies rec'd 1  
List ABCDE

March 15, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

DOCKET FILE COPY (ORIGINAL)

RECEIVED

APR 3 1997

Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt and Commissioners:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Snowden PTA in Memphis Tennessee to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decision about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, bylaw, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Rev. Fr. Troy Mashburn, Jr.  
1743 Faxon Avenue  
Memphis, TN 38112

No. of Copies rec'd \_\_\_\_\_  
List ABCDE \_\_\_\_\_

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M. Street N.W., Room 222  
Washington, D.C. 20554

RECEIVED

APR 3 1997

Dear Chairman Hundt and Commissioners:

DOCKET FILE COPY ORIGINAL  
Federal Communications Commission  
Office of Secretary

RE: CS Docket No.97-55,FCC 97-34

I am / We are writing on behalf of the National PTA and the Jarman Elementary School PTA of Tulsa, Oklahoma to voice my / our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, On January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content description on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating studies has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstance should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(for violence), S(for sexual depiction and nudity), and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Edie Cohoon, Jarman Elem. PTA President*  
Tulsa, Oklahoma

No. of Copies rec'd 1  
List ABCDE



MARCH 1997

CHAIRMAN REED HUNDT AND FCC COMMISSIONERS  
c/o FEDERAL COMMUNICATIONS COMMISSION  
1919 M STREET N.W., ROOM 222  
WASHINGTON, DC 20554

RECEIVED

APR - 3 1997

DEAR CHAIRMAN HUNDT AND COMMISSIONERS: **DOCKET FILE COPY ORIGINAL** Federal Communications Commission  
Office of Secretary

RE: CS Docket No. 97-55, FCC 97-34


I AM WRITING ON BEHALF OF THE NATIONAL PTA AND THE BERT LYNN PTA UNIT IN TORRANCE, CA TO VOICE MY OPPOSITION TO THE V-CHIP RATING SYSTEM AS PRESENTED BY JACK VALENTI, CHAIR OF THE TV RATING IMPLEMENTATION GROUP, ON JANUARY 17, 1997. THE RATING SYMBOL ON THE TV SCREEN DOES NOT PROVIDE SUFFICIENT CONTENT INFORMATION SO THAT PARENTS CAN MAKE DECISIONS ABOUT WHAT IS APPROPRIATE TV PROGRAMMING FOR THEIR CHILDREN. MAJOR SURVEYS RELEASED THIS FALL WHICH DEMONSTRATE OVERWHELMING PARENT PREFERENCE FOR A RATING SYSTEM THAT GIVES PARENTS INFORMATION ABOUT THE CONTENT OF PROGRAMS WERE CONDUCTED BY THE NATIONAL PTA, *U.S. NEWS AND WORLD REPORT*, AND MEDIA STUDIES CENTER/ROPER. I DO NOT WANT THE TV INDUSTRY TO INTERPRET WHICH IS BEST FOR MY CHILDREN. I WANT TO MAKE THOSE CHOICES MYSELF BASED ON CONTENT INFORMATION ABOUT THE PROGRAM. ANY RATING SYSTEM WITHOUT CONTENT DESCRIPTIONS ON THE SCREEN AND PUBLICIZED IN PERIODICALS THAT CARRY TV SCHEDULING IS USELESS.

THE FCC, BY LAW, IS REQUIRED TO DETERMINE WHETHER THE INDUSTRY'S RATING SYSTEM HAS MET STATUTORY REQUIREMENTS OF THE TELECOMMUNICATIONS ACT OF 1996. I DO NOT BELIEVE THIS SYSTEM DOES SO AND ASK THAT THE FCC NOT APPROVE THE INDUSTRY RATING SYSTEM. INSTEAD, WE REQUEST THE FOLLOWING:

- THAT UNDER NO CIRCUMSTANCES SHOULD THE FCC APPROVE THE INDUSTRY'S RATING SYSTEM. FURTHER, THE FCC SHOULD ACCEPT NO RATING SYSTEM THAT DOES NOT INCLUDE CONTENT INFORMATION ABOUT PROGRAMS SUCH AS V (FOR VIOLENCE), S (FOR SEXUAL DEPICTION AND NUDITY) AND L (FOR LANGUAGE);
- THAT THE FCC REQUIRE A V-CHIP BAND BROAD ENOUGH THAT WOULD ALLOW PARENTS TO RECEIVE MORE THAN ONE RATING SYSTEM;
- THAT THE RATING ICON ON THE TV SCREEN BE MADE LARGER, MORE PROMINENTLY PLACED ON THE SCREEN, AND APPEAR MORE FREQUENTLY DURING THE COURSE OF A PROGRAM;
- THAT THE RATING BOARD BE INDEPENDENT OF THE INDUSTRY AND THE FCC AND THAT IT INCLUDE PARENTS; AND
- THAT ANY RATING SYSTEM BY THE FCC BE EVALUATED BY INDEPENDENT RESEARCH TO DETERMINE IF IT MEETS THE NEEDS OF PARENTS.

Thank you for this opportunity to COMMENT ON AN ISSUE SO IMPORTANT TO CHILDREN AND FAMILIES.

Sincerely,

  
JILL MEYNEN  
TORRANCE, CA

No. of Copies rec'd \_\_\_\_\_  
List ABCDE \_\_\_\_\_

RECEIVED

APR 31 1997

Federal Communications Commission  
Office of Secretary

CS 97-55

Dear Mr. Reed Hundt and the FCC,

am sending this note to let you know how my husband and I feel concerning the Rating system. It is a step in the right direction - However it is not complete enough. We would prefer a Content-Based Rating system that also indicates the level of intensity - like - occasional, frequent or widespread.

It is my understanding <sup>and belief</sup> that this system would be much easier for our family to use.

Docket #: CS Docket No. 97-55

FCC 97-34

Thank you,

Kathy &amp; Mark Calkins

March 21, 1997

Chairman Reed Hundt and FCC Commissioners  
c/o FEDERAL COMMUNICATIONS COMMISSION  
1919 M Street N.W., Room 222  
Washington, D.C. 20554

RECEIVED

APR 3 1997

Federal Communications Commission  
Office of Secretary

RE: CS Docket No. 97-55, FCC 97-34  
Television Program Rating Symbols

Dear Chairman Hundt and Fellow Commissioners:

I write this letter in regards to the above-named docket number and the television program rating symbols system. I personally feel that the system presented January 17, 1997 by Jack Valenti, Chair of the TV Rating Implementation Group, does not fully meet the needs of concerned parents in their efforts to guide their children's television viewing.

According to surveys conducted by Media Studies Center/ Roper, National PTA and *U.S. News and World Report*, this system fails to provide adequate information as to the program's contents. Further, I tend to differ in opinion (not only from the movie evaluations of Siskel and Ebert) but from the programming which the TV industry deems acceptable. Some of the programming I find offensive, rife with sexual innuendoes, foul language, violence and showing extreme examples of disrespect to authority and laws presented in the forum of entertainment and/or comedy. Those who profit from the success of such programming may view such with more lenience than does a concerned parent trying to shape their child's view of humanity, society, and the world around them.

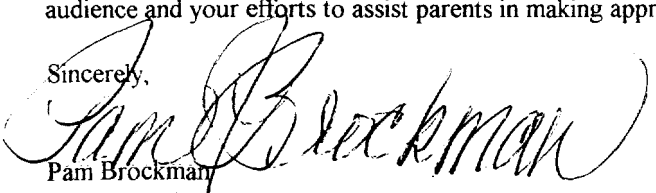
As a parent, I appreciate the industry's efforts to inform me of a program's content but I do not want the TV industry to interpret what is best for my children. As I stated, the assistance offered by the rating system is appreciated, however, it doesn't provide me with enough detail. I need to know why it is determined to fit specific age groups. Is it violent and, if so, how often and to what extreme? After all, some find Wiley Coyote and the Road Runner violent, but I don't worry my kids will order from ACME and nuke one another! :) I would also like to know if it contains sexual themes, nudity, or is sexually explicit. (Then, I can also try to keep my husband from watching it!)

Seriously, I would request a television program rating system something along the following lines:

- That the FCC not approve the industry's rating system nor accept a rating system that does not include content information such as: V - Violence, S - Sex/nudity and L - Language;
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating board be separate from the television industry and include a close ratio of parents to non-parents;
- That any proposed and strongly considered rating system approved by the FCC be independently evaluated to determine if it meets the parent's needs.

Thank you so much for listening to my comments. I appreciate your concern for the viewing audience and your efforts to assist parents in making appropriate choices.

Sincerely,

  
Pam Brockman  
2608 West Circle Drive  
Santa Clara, UT 84765  
(801) 628-1768

No. of Copies rec'd \_\_\_\_\_  
List ABCDE \_\_\_\_\_

March 21, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M St. N.W., Room 222  
Washington, DC 20554

RECEIVED

APR 3 1997

Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt and Commissioners:

**RE: CS Docket No. 97-55, FCC 97-34**

I am writing on behalf of the National PTA and the Jayenne Elementary School PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Any rating system without content descriptions on the screen and publicized in periodicals that carry scheduling in useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- 1) That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L ( for language);
- 2) The FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- 3) That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- 4) That the rating board be independent of the industry and the FCC and that it include parents;
- 5) That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*A. Dennine LaRue*  
A. Dennine LaRue  
1324 Overhill Rd.  
Fairmont, WV 26554

No. of Copies rec'd \_\_\_\_\_  
List ABCDE \_\_\_\_\_

March 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W. , Room 222  
Washington DC 20554

RECEIVED

APR 3 1997

Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt and Commissioners:

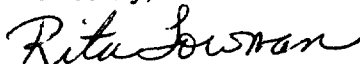
**RE: CS Docket No. 97 -55, FCC 97 - 34**

I am writing on behalf of the National PTA and the Maryland PTA, to voice my opposition to the v- chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Rita Lowman

Ferndale , Maryland

No. of Copies rec'd \_\_\_\_\_  
List ABCDE \_\_\_\_\_

Rebecca Davies  
6239 Archibald Avenue  
Rancho Cucamonga, CA 91737-3570  
#909 / 989-4765

DOCKET FILE COPY ORIGINAL

RECEIVED

APR 3 1997

Federal Communications Commission  
Office of Secretary

March 31, 1997

Mr. Reed Hundt, Chairman  
Federal Communications Commission  
1919 M Street NW, Room 222  
Washington, DC 20554

**RE: CS Docket No. 97-55, FCC 97-34**

Dear Mr. Hundt and Members of the Commission:

I am concerned about the television V-Chip rating system currently under consideration by the FCC. This system, proposed by the TV Industry in January 1997, serves the industry better than families and children. What parents really need and want is information about the content of programs their children might watch, not merely an age-rating system.

Parents want to decide what is appropriate for our children based on the content of the program. With content descriptions, shown on the TV screen and publicized in periodicals that list TV schedules, the content ratings would be very helpful.

Please do not approve the V-Chip rating system proposed by the TV industry and instead call for one that would be more helpful to parents. We would have more confidence in a system that was independent of the TV and entertainment industry, and that included parents in the process.

Thank you for the opportunity to comment on this critically important issue.

Sincerely,

  
Rebecca Davies

No. of Copies rec'd \_\_\_\_\_  
List ABCDE \_\_\_\_\_

0

RECEIVED

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M. Street N.W., Room 222  
Washington, D.C. 20554

APR 3 1997

Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt and Commissioners:

RE: CS Docket No.97-55,FCC 97-34

DOCKET FILE COPY ORIGINAL

I am / We are writing on behalf of the National PTA and the Jarman Elementary School PTA of Tulsa, Oklahoma to voice my / our opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, On January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, *U.S. News and World Report*, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content description on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating studies has met statutory requirements of the Telecommunications Act of 1996. I (we) do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- That under no circumstance should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V(for violence), S(for sexual depiction and nudity), and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



Tulsa, Oklahoma

No. of Copies rec'd \_\_\_\_\_  
List ABCDE

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington, DC 20554

RECEIVED

APR 3 1997

Dear Chairman Hundt and Commissioners:

DOCKET FILE COPY ORIGINAL

Federal Communications Commission  
Office of Secretary

**RE: CS Docket No. 97-55, FCC 97-34**

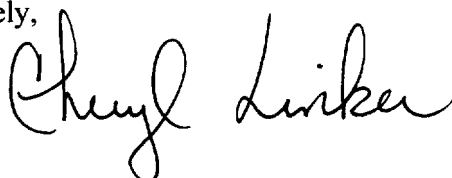
I am writing on behalf of the National PTA and the Palmer PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about content of program were conducted by the National PTA, *U.S. News and World Report* and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content description on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- That the rating board be independent of the industry and the FCC and that it include parents; and
- That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



No. of Copies rec'd 0  
List ABCDE



DOCKET FILE COPY ORIGINAL

Lester Davies  
6239 Archibald Avenue  
Rancho Cucamonga, CA 91737-3570  
#909 / 989-3714

RECEIVED

APR 3 1997

Federal Communications Commission  
Office of Secretary

March 31, 1997

Mr. Reed Hundt, Chairman  
Federal Communications Commission  
1919 M Street NW, Room 222  
Washington, DC 20554

**RE: CS Docket No. 97-55, FCC 97-34**

Dear Mr. Hundt and Members of the Commission:

I am concerned about the television V-Chip rating system currently under consideration by the FCC. This system, proposed by the TV Industry in January 1997, serves the industry better than families and children. What parents really need and want is information about the content of programs their children might watch, not merely an age-rating system.

Parents want to decide what is appropriate for our children based on the content of the program. With content descriptions, shown on the TV screen and publicized in periodicals that list TV schedules, the content ratings would be very helpful.

Please do not approve the V-Chip rating system proposed by the TV industry and instead call for one that would be more helpful to parents. We would have more confidence in a system that was independent of the TV and entertainment industry, and that included parents in the process.

Thank you for the opportunity to comment on this critically important issue.

Sincerely,



Lester A. Davies

No. of Copies rec'd \_\_\_\_\_  
List ABCDE \_\_\_\_\_

0

Warren Twp. PTA  
Warren Central High School  
9301 E. 18th Street  
Indpls., In. 46229  
March 19, 1997.

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W. Room 222  
Washington, D.C. 20554

RECEIVED

APR 3 1997

Dear Chairman Hundt and Commissioners:

DOCKET FILE COPY ORIGINAL

Federal Communications Commission  
Office of Secretary

RE: CS DOCKET NO. 97-55, FCC 97-34

I am writing on behalf of the National PTA and the Warren Township PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs were conducted by the National PTA, U.S. News and World Report, and Media Studies Center/Roper. Parents do not want the TV industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask the FCC not approve the industry rating system. Instead, we request the following:

-- That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);

--That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;


--That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

--That the rating board be independent of the industry and the FCC and that it include parents; and

--That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,



No. of Copies rec'd \_\_\_\_\_  
List ABCDE \_\_\_\_\_

0

# NEW JERSEY PTA

March 13, 1997

Chairman Reed Hundt and FCC Commission  
c/o Federal Communications Commission  
1919 M St. NW, Rm. 222  
Wash. D.C. 20554

RECEIVED

DOCKET FILE COPY ORIGINAL APR 3 1997  
Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt and Commission:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA, the New Jersey PTA and as a member of the Wanaque School PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, chair of the TV Rating Implementation Group, on Jan. 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs where conducted by the National PTA, U.S. NEWS and WORLD REPORT, and the Media Studies Ctr./Roper. Parents do not want the TV Industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V for Violence, S for Sexual depiction and nudity and L for Language;

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system. Further, that the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents. Further, that any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Judy Rongu*

No. of Copies rec'd  
List ABCDE 0

Address:

6 EAST ST

Wanaque, NJ 07465

# NEW JERSEY PTA

March 13, 1997

Chairman Reed Hundt and FCC Commission  
c/o Federal Communications Commission  
1919 M St. NW, Rm. 222  
Wash. D.C. 20554

RECEIVED

APR 3 1997

Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt and Commission:

DOCKET FILE COPY ORIGINAL

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA, the New Jersey PTA and as a member of the Wanaque PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, chair of the TV Rating Implementation Group, on Jan. 17, 1997. The rating symbol on the TV screen does not provide sufficient **content** information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the **content** of programs where conducted by the National PTA, U.S. NEWS and WORLD REPORT, and the Media Studies Ctr./Roper. Parents do not want the TV Industry to interpret what is best for their children. Parents want to make those choices themselves based on **content** information about the program. Any rating system without **content** descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include **content** information about programs such as **V** for Violence, **S** for Sexual depiction and nudity and **L** for Language;

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system. Further, that the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents. Further, that any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

Hebra Holm

Address: 97 Meadowbrook Ave

Wanaque, NJ 07465

900 Berkeley Avenue • Trenton, New Jersey 08618  
609-393-6709 Fax 609-393-8471

No. Copies rec'd 0  
ENCLOSURE

# NEW JERSEY PTA

March 13, 1997

Chairman Reed Hundt and FCC Commission  
c/o Federal Communications Commission  
1919 M St. NW, Rm. 222  
Wash. D.C. 20554

RECEIVED  
DOCKET FILE COPY ORIGINAL  
APR 3 1997

Dear Chairman Hundt and Commission:

Federal Communications Commission  
Office of Secretary

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA, the New Jersey PTA and as a member of the WANAUKE PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, chair of the TV Rating Implementation Group, on Jan. 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the content of programs where conducted by the National PTA, U.S. NEWS and WORLD REPORT, and the Media Studies Ctr./Roper. Parents do not want the TV Industry to interpret what is best for their children. Parents want to make those choices themselves based on content information about the program. Any rating system without content descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V for Violence, S for Sexual depiction and nudity and L for Language;

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system. Further, that the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents. Further, that any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Patricia Moore*

Address:

4 STEPHENS AVE

WANAUKE NJ 07465

# NEW JERSEY PTA

March 13, 1997

Chairman Reed Hundt and FCC Commission  
c/o Federal Communications Commission  
1919 M St. NW, Rm. 222  
Wash. D.C. 20554

RECEIVED

APR 3 1997

DOCKET FILE COPY ORIGINAL  
Federal Communications Commission  
Office of Secretary

Dear Chairman Hundt and Commission:

RE: CS Docket No. 97-55, FCC 97-34

I am writing on behalf of the National PTA, the New Jersey PTA and as a member of the WANANQUE SCHOOL PTA to voice my opposition to the v-chip rating system as presented by Jack Valenti, chair of the TV Rating Implementation Group, on Jan. 17, 1997. The rating symbol on the TV screen does not provide sufficient **content** information so that parents can make decisions about what is appropriate TV programming for their children. Major surveys released this fall which demonstrate overwhelming parent preference for a rating system that gives parents information about the **content** of programs where conducted by the National PTA, U.S. NEWS and WORLD REPORT, and the Media Studies Ctr./Roper. Parents do not want the TV Industry to interpret what is best for their children. Parents want to make those choices themselves based on **content** information about the program. Any rating system without **content** descriptions on the screen and publicized in periodicals that carry TV scheduling is useless.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this system does so and ask that the FCC not approve the industry rating system. Instead, I request the following:

That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include **content** information about programs such as **V** for Violence, **S** for Sexual depiction and nudity and **L** for Language;

That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system. Further, that the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;

That the rating board be independent of the industry and the FCC and that it include parents. Further, that any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Janice Miceli* JANICE MICELI

Address:

101 HARRIET ST. WANANQUE NJ

07465

RECEIVED

DOCKET FILE COPY ORIGINAL  
APR 3 1997

Mr. Reed Hundt  
F.C.C. Commissioner

Federal Communications Commission

Office of Secretary

This letter is to inform you of my opposition to the TV Industry Age-Based Rating System which took effect on 1-17-97. I am shocked at the immorality, violence, homosexuality etc. which is offered during "family" viewing hours. I don't know about other families, but we will be turning out when this type of "entertainment" is being broadcast over the network stations. I can recall, from the not too distant past, when this type of trash was available in "R" rated movies only. This apparently is just another sign of the moral decay of this society in which we presently find ourselves. The Bible predicted all of this, I never thought I would see it in my lifetime. Please spare our children, our future.

Sandra M. Roush

No. of Copies rec'd  
List ABCDE

1

RECEIVED

CS 97-55

APR 3 1997

Federal Communications Commission  
Office of Secretary

March 1997

Chairman Reed Hundt and FCC Commissioners  
c/o Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington DC 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt and Commissioners:

I am writing on behalf of the National PTA and the Douglass Houghton PTA, Waterford, Michigan to voice my opposition to the v-chip rating system as presented by Jack Valenti, Chair of the TV Rating Implementation Group, on January 17, 1997. The rating symbol on the TV screen does not provide sufficient content information so that parents can make decisions about what is appropriate TV programming for their children. I would prefer a content-based system rather than an age-based system. I feel the decision as to what my child(ren) views on television should be in my hands rather than in the hands of the TV industry.

The FCC, by law, is required to determine whether the industry's rating system has met statutory requirements of the Telecommunications Act of 1996. I do not believe this age-based system does so and ask that the FCC not approve the industry rating system. Instead, we request the following:

- \* That under no circumstances should the FCC approve the industry's rating system. Further, the FCC should accept no rating system that does not include content information about programs such as V (for violence), S (for sexual depiction and nudity) and L (for language);
- \* That the FCC require a V-chip band broad enough that would allow parents to receive more than one rating system;
- \* That the rating icon on the TV screen be made larger, more prominently placed on the screen, and appear more frequently during the course of a program;
- \* That the rating board be independent of the industry and the FCC and that it include parents; and
- \* That any rating system approved by the FCC be evaluated by independent research to determine if it meets the needs of parents.

Thank you for this opportunity to comment on an issue so important to children and families.

Sincerely,

*Selena Gutman*

No. of Copies rec'd  
List ABCDE

1



RECEIVED

APR 3 1997

Federal Communications Commission  
Office of Secretary

CS 97-55

March 24, 1997

Chairman Reed Hundt  
Federal Communications Commission  
1919 M Street N.W., Room 222  
Washington D.C. 20554

DOCKET FILE COPY ORIGINAL

Dear Chairman Hundt,

I am writing in behalf of a concern voiced at our school's last PTA meeting and would like to let your commission know of my opposition to the v-chip rating system proposed by Jack Valenti. As a parent, I have struggled with videos, and now television programming which include material objectionable, in my opinion, for adults as well as children. As a result, our family rents videos from only one video store, which displays a description of any objectionable content on the front of the video case. The rest of the time, our television is disconnected. These measures would be extreme and unnecessary if a rating system were devised where parents could be informed as to content prior to the airing of a program. I am determined that if I cannot make the ultimate decision as to what constitutes television entertainment in my home, we will eliminate the television altogether. Parents must be responsible for making the decisions on what influences they will invite into their own homes and what is best for their own individual children's minds. Please support the children of America and give the parents the jurisdiction over these personal and critical areas. Thank you for your consideration.

Sincerely,

*Stetitia Clark*  
37 South 200 West  
American Fork, Utah  
84003

No. of Copies rec'd \_\_\_\_\_  
List ABCDE \_\_\_\_\_